THBRCO

MEDIA RECOMMENDATION – MARLBORO UNLIMITED

REVISED – 7/5/95

NEW INSERT BOOK	PUBLICATION	SADDLE/ PERFECT	ISSUE DATE	U.S. SUBS (M)	REQ. # OF INS. (M)*	SUBS CIRCULATION MALE	SUBS CIRCULATION FEMALE	subs sum	% SUBS	INSERT COST
	3–IN–1:									
	PEOPLE	S	10/30/95	1,900,000	2,120,000	712,500	1,187,500	1,900,000	0.551	$678,126
	SPORTS ILLUS.	S	11/6/95	3,150,000	3,550,000	2,381,400	768,600	3,150,000	0.971	$1,220,848
X	VANITY FAIR	P	NOV	763,915	812,000	168,061	595,854	763,915	0.675	$384,440
	MEDIA CIRC./COST TOTAL:			5,813,915	6,482,000	3,261,961	2,551,954	5,813,915		$2,483,412
	% M/F CIRC.:	% M/F CIRC.				56%	44%			
	POSTAGE ESTIMATE:									$1,511,618
	PRODUCTION ESTIMATE:									$4,861,500
	GRAND CIRC./COST TOTAL:									$8,856,530
	12 PG + 2 BRCs:									
	AUTOMOBILE	P	DEC	525,000	655,000	501,900	23,100	525,000	0.875	$142,634
	CAR CRAFT	S	DEC	288,235	324,200	249,323	38,912	288,235	0.733	$86,021
	COSMOPOLITAN	P	NOV	850,000	893,000	152,150	697,850	850,000	0.271	$150,000
	COUNTRY AMERICA	S	NOV	980,000	1,009,400	337,120	642,880	980,000	0.870	$152,898
	CYCLE WORLD	S	DEC	241,000	300,000	188,462	52,538	241,000	0.754	$65,518
	DETAILS	P	NOV	264,123	324,000	187,791	76,332	264,123	0.671	$89,757
	ENT. WEEKLY	S	11/10/95	1,051,000	1,250,000	478,205	572,795	1,051,000	0.943	$234,716
	FIELD AND STREAM	S	NOV	1,931,000	2,282,000	1,533,214	397,786	1,931,000	0.972	$163,585
	FOUR WHEELER	S	DEC	193,400	203,068	163,616	29,784	193,400	0.813	$25,176
X	GLAMOUR	P	NOV	1,102,022	1,125,000	106,896	995,126	1,102,022	0.505	$179,398
	GQ	P	NOV	331,117	382,000	224,497	106,620	331,117	0.547	$115,423
	HOT ROD	S	DEC	637,956	712,200	546,728	91,228	637,956	0.781	$160,569
	INSIDE SPORTS		DEC	640,000	665,600	559,360	80,640	640,000	0.857	$161,202
	LIFE	S	NOV	1,200,000	1,365,100	573,600	626,400	1,200,000	0.748	$256,943
X	MADEMOISELLE	P	NOV	648,512	725,000	50,961	597,551	648,512	0.540	$124,163
	MOTORCYCLIST	S	DEC	150,722	178,100	124,847	26,075	150,722	0.848	$47,858
	NEW WOMAN	P	NOV	755,995	823,000	41,580	714,415	755,995	0.616	$111,020
	PENTHOUSE **	P	DEC	1,100,000	1,900,000	943,800	156,200	1,100,000	0.267	$122,394
	PLAYBOY	P	DEC	2,700,000	3,000,000	2,262,600	437,400	2,700,000	0.778	$392,134
	POP. HOT RODDING	S	DEC	110,723	143,000	99,097	11,626	110,723	0.543	$24,277
	POP. MECHANICS	S	DEC	1,400,000	1,500,000	1,185,800	214,200	1,400,000	0.865	$188,601
X	RAYGUN**	S	NOV	120,000	126,000	84,000	36,000	120,000	0.200	$45,520
	ROAD AND TRACK	S	DEC	535,000	650,000	467,590	67,410	535,000	0.777	$136,518
	ROLLING STONE	S	11/2/95	988,668	1,053,000	648,241	338,427	988,668	0.817	$254,500
	SPIN	S	DEC	300,600	330,660	192,985	107,615	300,600	0.668	$119,833
	SPORT TRUCK	S	DEC	88,159	137,200	81,635	6,524	88,159	0.521	$26,480
	US	S	NOV	704,074	730,000	285,150	418,924	704,074	0.619	$158,600
	MEDIA CIRC./COST TOTAL:			19,835,306	22,786,528	12,270,946	7,564,358			$3,735,759
	% M/F CIRC.:	% M/F CIRC.				62%	38%			
	PRODUCTION ESTIMATE:									$5,013,036
	GRAND CIRC./COST TOTAL:									$8,748,795
	TOTAL MEDIA CIRC./COST			25,649,221	29,268,528	15,532,909	10,116,312			$6,219,171
	% M/F CIRC.:	% M/F CIRC.				61%	39%			
	POSTAGE ESTIMATE:									$1,511,618
	PRODUCTION ESTIMATE TOTAL:									$9,874,536
	TOTAL CIRC./COST:									$17,605,325

NOTE: PRODUCTION ESTIMATES BASED ON FOLLOWING:
– 3–IN–1: POSTAGE: $.26/unit; PRODUCTION: $.75/unit
– 12–PG/2BRC: PRODUCTION: $.22/unit

* REQ. INSERT QUANTITIES DOES NOT INCLUDE AGENCY SPOILAGE (4.5%)
** FULL CIRCULATION BUY

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Source: https://www.industrydocuments.ucsf.edu/docs/gldy0004